

Enrollment Retention Committee

November 12, 2021

10 – 11:30 a.m.

- I. Approval of October meeting minutes
- II. IR Update (DM)
- III. Marketing Update (LD/ED)
- IV. Get It Done (MP)
- V. Support for Part-Time Learners
- VI. Other/Departmental Updates

<https://zoom.us/j/93888215681?pwd=cytTenlrZzFuY3B6QU5FMzJ5eis5dz09>

Enrollment-Retention Committee

October 8, 2021

Present: E. Annis, A. Cederberg, C. Cockerel, C. Colella, L. Depta, E. Dominianni, C. Dunten, A. Fontaine, S. Hubbell, D. Mondoux, A. Moore, E. Pauken, M. Pauken, C. Ross, C. Voss

Absent: M. Adams, C. Almeda, E. Bell, K. Denman, D. Coates, T. Corbett, P. Eagan, C. Gearing, S. Herrmann, T. Labadie, J. LaPenna, B. Lueth, C. Ross, A. Marsh-Peek, B. Reynolds, M. Thompson, T. Welsh

Minutes of 9/10 were approved as presented; motion by A. Cederberg, supported by E. Dominianni

Angela Todd and Krystal Vivian, Federated Digital Media, provided an update regarding KVCC's digital marketing activity for the past 3 months. (Presentation distributed after the meeting)

Institutional Research

- Fall enrollment, slightly ahead of 2020, but down v. 2019.
 - Current numbers are where we'll likely end
- Growth in
 - Students of color
 - Non-traditional students
- Discussion re: focus on part time
 - Availability of data
 - "why" part time reasons are VERY diverse; helpful information likely not available
 - How are we serving
 - Flexibility is key but must be put into action
 - Message is key
 - "pay off your bill in XX months"
 - Degree seeking v. transfer students
 - Need to convey to transfer students: "class load is key component"
 - University Center/CTE programs ARE NOT full-time programs
 - ? Issue with summer classes
 - Need more classes/"right" classes to accommodate completing program Fall/Winter/Summer
 - 8 week classes may be too short/accelerated
 - Distance learning students increased significantly 2019 (500) v. 3,500 (2021)
 - "Part-time" issue to be revisited next month
 - Evan/Nkenge to follow up w/counselors/advisors who can speak to conversations/processes for part-time students

Marketing Updates

- "Ton" of events (many in person) on Oct-Nov Calendar
- InFocus
 - High open rate
 - Going out Monday
 - PLEASE SUBMIT INFO ASAP
- KV Focus out first week in November

Enrollment-Retention Committee

October 8, 2021

Enrollment Management

- Save the Dates
 - **Careerline Tech College Days (Virtual)**
 - October 14- Culinary Arts
 - October 15- Dental, Center for New Media, EMT
 - October 21- Industrial Trades
 - **College Night (in-person)**
 - October 18, 6-7:30pm
 - Volunteers from 5-7:30pm
 - TTC
 - Dinner included for volunteers (Subway)
 - **American Exile Movie Event with Creator**
 - October 28, 4:30-6:30pm
 - TTC, 4240
 - Movie creator will be on campus to host a screening and conversation regarding his film
 - Will be recorded and shared by ElConcillio
 - Film specifically focused on issues regarding United States LatinX veterans being deported.
 - Funds to cover the event may be available, per Alisha
 - **High School Counselors' Event (in-person)**
 - November 5, 8am-11:30am
 - TTC, 9130
 - Very small internal presence – limiting capacity for social distancing
 - Lunch included (Grand Traverse Pie Company)
 - **Get It Done (in-person)**
 - November 16 (TTC)
 - December 1 (ACC – CNM)
 - Times for both TBD

Academic Standing, dismissal (DX) status

- Protocols/restrictions for dismissed will be re-instituted after grade roll
- Students currently “dismissed” (apprx. 29) will receive messaging/hard copy re: requirement to meet with counselor prior to registering for Winter/grade roll.

SMS Updates

- Retention Work Study
 - Primary focus will be SMS engagement with students
 - Suggestions/comments re: target populations/messaging welcome
- Twilio 1 to Many integration

Other

- FAFSA nights info included in today's packet
- Attention called to upcoming multiple Domestic Violence presentations

ENROLLMENT-RETENTION COMMITTEE

DEPARTMENTAL UPDATES

11.12.21

COUNSELING AND ADVISING

- **Excellence in Academic Advising (EAA) work groups**
 - meeting regularly
 - goal: all KPI (EAA's key performance indicator) questions answered before Thanksgiving and recommendations provided.
 - finding that recommendations are forming naturally as part of the discussion process
 - After work group conclude, Steering Committee will document a final draft of findings and recommendations
 - work will
 - help inform the work within the Advising and Counseling department
 - will also serve as our Quality Initiative project (approved by HLC) for the institution. If you would like to learn more or need a quick refresher on the scope of EAA, please visit the following links:
<https://www.youtube.com/watch?v=aTvc75oud-4>
<https://nacada.ksu.edu/Programs/Excellence-in-Academic-Advising.aspx>
- **Kudos to Ana**
 - Created virtual presentation for a group of Allegan Tech Center students interesting health career programs- this is a first for us
 - Presentation focused on
 - health career programs at KVCC
 - general information about the college
 - Approx 50 students participated between the two classes
 - Kelly monitored the student's questions in the chat
 - A huge thank you to this duo for taking on this work.
- **New Student Orientation**
 - First in-person presentation/advising session on 11/10
 - Good test for our modified format

FINANCIAL AID

- **Work Study jobs and funds are still available**
- **Tuesday FAFSA Nights, 5pm - 7pm**
 - Dates
 - Nov 23, 2021
 - Nov 30, 2021
 - Dec 7, 2021
 - Dec 14, 2021
 - Feb 1, 2022
 - Feb 8, 2022
 - Feb 15, 2022
 - Feb 22, 2022

ENROLLMENT-RETENTION COMMITTEE

DEPARTMENTAL UPDATES

11.12.21

- **Reconnect and Futures for Frontliners information sessions**
 - Dates
 - Nov 30, 5pm
 - Dec 21, noon
 - Jan 25, 5pm
 - Feb 22, noon
 - March 29, 5pm
 - April 26, noon
 - May 24, 5pm
- **We still have \$3.5 million left in CARES**
- **Awarded 642 Reconnect students totaling \$784,643**
- **Awarded 907 Futures for Frontliners students totaling \$1.3 million (includes some winter)**

MARKETING

- **Upcoming Events**
 - Veteran's Day
 - Get it Done
 - Special Thanksgiving Valley Food Share
 - See college calendar for complete list of Student Life and Engagement activities
- **Recent/Ongoing Email Campaigns**
 - Tuition payment deadline approaching
 - You've Been Dropped
 - 10-day Hold
 - Commencement
 - Trellis Survey
 - Kalamazoo Promise Luncheon
 - Winter registration - class schedule available, meet with an advisor, when you can register
 - Mission Statement Review
 - Placement Testing Follow Up
 - Met with Advising, not Registered - follow up
 - Laptops
 - Reconnect
 - Meet your advisor/counselor (in progress)
 - International Student Services - coolest city
 - COVID religious/medical exemption
 - Years of Service
- **Paid Digital and Social**
 - Brewing
 - Foundation
 - Register for Winter
- **Billboards**
 - Reconnect
 - Register for Winter - This is the place to be
- **Videos**
 - WTTA - in progress
 - Business Program - in progress
 - Fire Academy - in progress
 - Kalamazoo Promise - in progress

ENROLLMENT-RETENTION COMMITTEE

DEPARTMENTAL UPDATES

11.12.21

- Student Profile - in progress
- **KV Focus in households this week**
 - Winter Registration/Get it Done
 - Sustainable brewing graduate Christopher Scheibel
 - Sustainable brewing awards
 - Defender's Office
 - Winter Enrichment Series
 - 418 and Havirmill Hours
 - Veteran's Gold Status Award
 - Skilled Trades page promotion
 - Commencement
 - KVM - Murphy Darden and Ambient Learning, Toys Exhibit
 - Faculty Instructional Awards
 - Merit Scholarships ad
 - Stoner-Schmiege WTTA Scholarship recipient (edited)
- **Newsletter Open Rates:**
 - InFocus - Nov. 8 - 40% - top clicks: COVID vaccine, Scholarships, MI ECHO
 - InFocus - Oct. 25 - 51.4% - top clicks: scholarships, scholarship application, citizen coalition
 - InFocus - Oct. 11 - 43% - top clicks: counseling wellbeing, work study jobs, WMU transfer info session
- **Next KV Focus goes out Nov. 15 and InFocus Nov. 22**

RETENTION AND COMPLETION COACHING OVERVIEW

- **College Completion Corps Coach (MCAN/Americorps)**
 - Started January 2021
 - Supports 150 Kalamazoo Valley Students
 - Cohort is comprised of Debt Forgiveness participants, New to KVCC Futures for Frontliners recipients, a subgroup of Kalamazoo Promise students, former KVAAP participants or KVAAP applicants not meeting eligibility criteria
 - Equity centered position supporting first-generation college students, low-income students and students of color
- **Math Liaison**
 - Beginning November 2021
 - Cohort of students based on ALEKS assessment scores
 - Tiered model of support
 - Blend of coaching, mentoring and mathematics skill mastery
 - Will guide students through module completion and provide targeted skill building sessions with individuals and small groups
- **Industrial Trades Coach**
 - Currently posted, goal = December 2021
 - Cohort of students based on program of study (Industrial Trades Pathway) and submission of Perkins intake form/funding application
 - Tiered model of support
 - Blend of coaching, mentoring, community/business outreach and engagement to promote trades programs